

BriDon Lubricants

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August 1, 2006

Ms. Judith F. Judson, Chairwoman
Mr. James Connelly, Commissioner
Mr. W. Robert Keating, Commissioner
Mr. Brian Paul Golden, Commissioner
Commonwealth of Massachusetts
Department of Telecommunications and Energy
One South Station
Boston, Massachusetts 02110



Dear Board Members:

As a small business owner I would certainly allow that competition is good for the consumer of any product. Competitive markets after all generally produce lower prices, emerging technologies, better customer service and a generally stronger product overall. Furthermore strong and balanced competition can lead to significant gains in the market reflected in job growth and capital reinvestment.

True competition can only be achieved, however, when everyone is required to play by the same rules. The recent back and forth between Verizon and the Cable Industry is a perfect example of how forced competition can fall short of expected results and for this reason I hope you deny Verizon's request for new regulatory guidelines.

The cable industry is a complex industry in which new innovations and improved products and services are a constant and welcomed reality. It is a unique industry in which long time players have worked with communities over the past several decades to ensure that there was a constant balance between the needs of the industry as well as the community they serve. Cable companies have painstakingly negotiated with local communities for years in order to be granted operating licenses, the end result being such wonderful assets, among others, as school and government services provided at no cost to communities.

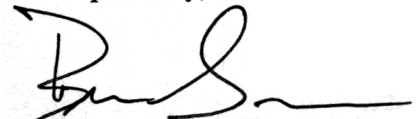
These services and contributions to the community have occurred over years and years at considerable cost and inconvenience to existing cable providers. It of course has been the price of doing business.

Now Verizon wishes to enter these very same cable markets - but on their terms only. Sure they agree they will have to match certain aspects of mitigation to communities but how far must they really go. Will they be supporting the Winter Festival, the 4th of July Parade or the Veteran's Memorial? And how can they possibly match the commitment of

those already in the market when such huge expenditures involving such infrastructure costs as wiring schools and other buildings have already been made.

Competition is only true competition when everyone is playing on the same playing field. To grant Verizon entry into the cable market while giving them a pass on having to deal directly with each community it wishes to serve is not creating true and equal competition, it is delivering one company a huge competitive advantage over another. Given the uniqueness of the market and the time, financial and technological assets that have already been devoted to the communities from those already in the market, the only fair approach and the only manner by which true consumer benefit can be derived for the long run is to ensure that Verizon, in this case, is forced to live up to the *full* commitments of their competitors. Since so much has already been expended in the communities that Verizon will benefit from, the very least the state should do is make sure Verizon has to deal directly with each community.

Respectfully,

A handwritten signature in black ink, appearing to read 'Brian Ginivan', with a long horizontal flourish extending to the right.

Brian Ginivan, President

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